

Message Text

UNCLASSIFIED

PAGE 01 WELLIN 02250 140539Z

ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 W

-----140543Z 058224 /14

R 140422Z JUN 77

FM AMEMBASSY WELLINGTON

TO SECSTATE WASHDC 3376

UNCLAS WELLINGTON 2250

E.O. 11652: N/A

TAGS: BTRA, BTIO, NZ

SUBJECT: FOREIGN LICENSING OPPORTUNITY: SOUTHLAND INTERNATIONAL:
OPPORTUNITY NO.: 6-77-043

REF: 76 STATE A-5471, WELLINGTON A-04 AND A-016, STATE 131580

1. EMBASSY WOULD BE PLEASED TO ASSIST MR. ECHEVARRIA SHOULD HE VISIT NEW ZEALAND. HOWEVER, WE BELIEVE THAT CERTAIN TRADITIONS AND PRACTICES IN NEW ZEALAND MIGHT MAKE A PROPOSAL TO ESTABLISH 7-ELEVEN STORES HERE AT THIS TIME AT BEST DIFFICULT AND AT WORST (DEPENDING IN PART ON FACTORS BEYOND HIS CONTROL) DOOMED TO FAILURE.

2. THERE ARE A GREAT MANY FAMILY-OWNED AND OPERATED NEIGHBOURHOOD GROCERY STORES (DAIRIES) IN NEW ZEALAND WHICH OFFER VARIETY OF ITEMS RESTRICTED BY LAW BUT CONSISTING GENERALLY OF THE LOCAL EQUIVALENTS OF THE PRODUCT LINES CARRIED IN 7-ELEVEN STORES. THEY ARE GENERALLY THE ONLY SHOPS OPEN EARLY IN THE MORNING, LATE IN THE EVENING, AND ON WEEKENDS. IN THE TOWNS AND CITIES, THEY ARE UBIQUITOUS.

3. THE PRINCIPLE OF THE 40-HOUR WEEK (MEANING MOSTLY 9 TO 5 MONDAY THROUGH FRIDAY ONLY) IS HALLOWED IN NEW ZEALAND. A PROPOSAL NOW BEFORE PARLIAMENT TO AUTHORIZE REGULAR STORES - INCLUDING GROCERY STORES - TO CONDUCT BUSINESS ON SATURDAYS OR REMAIN OPEN LATER DURING THE WEEK (BUT STILL LIMITING THEM
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 WELLIN 02250 140539Z

MOSTLY TO 40 HOURS PER WEEK) WAS THE CAUSE RECENTLY OF A NEARLY-NATIONWIDE TWO-DAY STRIKE BY THE SHOP CLERKS UNION WHICH CLAIMS THAT PASSAGE OF THE BILL WOULD RESULT IN UNION MEMBERS BEING ASKED TO WORK MORE THAN 40 HOURS AND/OR OTHER THAN 9 TO 5 MONDAY TO FRIDAY. SENTIMENT IS RUNNING SUFFICIENTLY STRONG THAT ANY NEW PROPOSAL INVOLVING SHOP HOURS IN EXCESS OF THE BASIC 40 IS LIKELY TO BE INTERPRETED AS PROVOCATION BY LABOR, A HOT POTATO BY BUS-

INESS, AND A THREAT BY THE DAIRIES. AND WERE THE PROPOSAL TO BE PART OF A FOREIGN-INITIATED BUSINESS VENTURE, STRONG WORKERS' PREJUDICE AGAINST TINKERING WITH THE 40-HOUR FIVE-DAY WORK WEEK COULD WELL BE FANNED INTO A NATIONWIDE ANTI-FOREIGN INVESTMENT CAMPAIGN. THERE ALREADY EXISTS A LATENT ANTI-FOREIGN INVESTMENT SENTIMENT AMONG DIFFERENT SECTORS OF NEW ZEALAND SOCIETY.

4. GIVEN THE SATURATION OF THE "MARKET" BY THE DAIRIES AND THE CURRENT POLITICAL CLIMATE, WE FEEL THAT MR. ECHEVARRIA WOULD BE WELL ADVISED TO EXERCISE CONSIDERABLE CARE IN ATTEMPTING TO ESTABLISH THE 7-ELEVEN CONCEPT IN NEW ZEALAND AT THIS TIME.
KILLGORE

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 14-Jun-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977WELLIN02250
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770211-0604
Format: TEL
From: WELLINGTON
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770656/aaaabxom.tel
Line Count: 75
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: b96a147d-c288-dd11-92da-001cc4696bcc
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE A-5471, 77 WELLINGTON A-4, 77 STATE 131580
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2150208
Secure: OPEN
Status: NATIVE
Subject: FOREIGN LICENSING OPPORTUNITY: SOUTHLAND INTERNATIONAL: OPPORTUNITY NO.: 6-77-043
TAGS: BTRA, BTIO, NZ
To: STATE
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/b96a147d-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009